



WXLV-TV  
3500 Myer Lee Dr  
Winston Salem, NC 27101

Waterfront Strategies  
3050 K St NW  
#100  
Washington, DC 20007

**Contract # 2656006**  
Schedule Dates 10/14/16-10/20/16  
Advertiser SEIU-COPE (24257)  
Agency Waterfront Strategies (7591)  
Product POLITICAL ISSUE (ns) (1187)  
Brand Issue (3188)  
Salesperson Millennium/DC, Washington DC (1108)  
Sales Office Millennium Washington DC  
Buyer Name Mike Furman,  
Phone/Fax /  
CPE 193/206/5555  
Account Types National/Political Issue Agency BRD  
Billing Type Weekly/Irregular  
Comments Issue Separation: 30  
RACHEL CHASON/WYONNE CONTE

Date Entered 10/06/16  
Last Modified 10/06/16  
Entered By Beth Norvell  
CO-OP No  
Headline # ECR25324604  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$588.75  
Net Total \$3,336.25  
Sales Tax

**Greensboro (WXLV)**  
By Broadcast Month Spots Rate  
Oct. 2016 16 \$3,925.00  
Grand Total: 16 \$3,925.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	10/14/16-10/14/16	2	:30	9A- Dr Phil 2						1			1	\$80.00	\$80.00	Greensboro (WXLV)	Dr. Phil	10/6/16
2.0	Normal Line / SPOT (2)	10/17/16-10/20/16	2	:30	10:58-25A- ABC-The View	1	X	X	X	X				1	\$160.00	\$160.00	Greensboro (WXLV)	The View	10/6/16
3.0	Normal Line / SPOT (3)	10/17/16-10/20/16	1	:30	2P- ABC-General Hospital	1	X	X	X	X				1	\$190.00	\$190.00	Greensboro (WXLV)	General Hospital	10/6/16
4.0	Normal Line / SPOT (4)	10/17/16-10/20/16	1	:30	3P- Dr Phil	1	X	X	X	X				1	\$215.00	\$215.00	Greensboro (WXLV)	Dr. Phil	10/6/16
5.0	Normal Line / SPOT (5)	10/14/16-10/14/16	1	:30	4P- Harry Connick						1			1	\$240.00	\$240.00	Greensboro (WXLV)	Harry	10/6/16
6.0	Normal Line / SPOT (6)	10/17/16-10/20/16	1	:30	5P- Peoples Court	2	X	X	X	X				2	\$200.00	\$400.00	Greensboro (WXLV)	Peoples Court	10/6/16
7.0	Normal Line / News (7)	10/17/16-10/20/16	2	:30	5:58-30P- News-News 14 Carolina on ABC 45 at 6pm	1	X	X	X	X				1	\$400.00	\$400.00	Greensboro (WXLV)	News14 On ABC 45	10/6/16
8.0	Normal Line / SPOT (8)	10/17/16-10/20/16	2	:30	7P- Family Feud	2	X	X	X	X				2	\$475.00	\$950.00	Greensboro (WXLV)	Family Feud	10/6/16
9.0	Normal Line / SPOT (9)	10/17/16-10/20/16	2	:30	7:28-30P- Family Feud B	1	X	X	X	X				1	\$525.00	\$525.00	Greensboro (WXLV)	Family Feud	10/6/16
10.0	Normal Line / SPOT (10)	10/17/16-10/20/16	2	:30	11:35P- ABC-Jimmy Kimmel Live	1	X	X	X	X				1	\$80.00	\$80.00	Greensboro (WXLV)	Jimmy Kimmel Live	10/6/16
11.0	Normal Line / SPOT (11)	10/17/16-10/20/16	2	:30	12-37A- ABC-Nightline	2	X	X	X	X				2	\$40.00	\$80.00	Greensboro (WXLV)	Nightline	10/6/16
12.0	Normal Line / SPOT (9)	10/14/16-10/14/16	2	:30	7:28-30P- Family Feud B						1			1	\$525.00	\$525.00	Greensboro (WXLV)	Family Feud	10/6/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station: *Alison Adams*

Date:

*10/11/16*

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbj.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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13.0	Normal Line / SPOT (10)	10/14/16-10/14/16	2	:30	11:35P-ABC-Jimmy Kimmel Live	1					1			1	\$80.00	\$80.00	Greensboro (WXLV)	Jimmy Kimmel Live	10/6/16

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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Mike Furman - authorized AEA Buyer  
do hereby request station time concerning the following issue:

SEIU CPE

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		As ordered			

This broadcast time will be used by: SEIU CPE

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**  
☒ Yes ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

Deborah Ross US Senate, AK General Election  
Richard Burr 11/6/11

I represent that the payment for the above described broadcast time has been furnished by (name and address):

SEI COPE 1800 Massachusetts Avenue  
Washington, DC 20036

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Norm Greene, Political Finance & Election Director  
Ferald Hodson, Treasurer

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

9/16/16      [Signature]      202-338-5711  
Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted                      ☐ Accepted in Part                      ☐ Rejected

Allison Aldridge      Allison Aldridge      POS  
Signature                      Printed Name                      Title

## AGREED UPON SCHEDULE

**For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		As ordered			

Attach proposed schedule with charges (if available):

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual time the rate for spots "communicating a political matter of national importance" air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.